



WPTV

ORDER

Print Date 11/20/12

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Flight Dates **10/30/12-11/06/12**

Contract / Revision **309882 /**

Original Date / Revision
08/31/12 11/01/12

Advertiser **Priorities USA Action**

Agency **Mundy Katowitz Media Inc**

Buying Contact

**1322 G Street SE
Washington, DC 20003-3021**

Product

Priorities USA Action

Agency Com 15%

Billing Contact

**1322 G Street SE
Washington, DC 20003-3021**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1567**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A18+

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 100% Market Value 42750

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	34	\$36,337.50	\$42,750.00	0.00
Totals	34	\$36,337.50	\$42,750.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	34	\$36,337.50	\$42,750.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/30/12	11/05/12	Su 7-8a Today	CM	7-8a	-----	:30	0	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	-----1		1		\$750.00		0.00					
		Week: 11/05/12	11/11/12	-----		0		\$0.00		0.00					
N 2	WPTV	10/30/12	11/05/12	Su 6-7a Today	CM	6-7a	-----	:30	0	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	-----1		1		\$500.00		0.00					
		Week: 11/05/12	11/11/12	-----		0		\$0.00		0.00					



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Contract / Revision **309882** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 08/31/12/ 11/01/12

Order Sep 00:20:00

Advertiser **Priorities USA Action** Product **Priorities USA Action**

Estimate # **1567**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	10/30/12	11/05/12	Sa 7-8a Today	CM	7-8a	-----	:30	0	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1-					1	\$1,000.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 4	WPTV	10/30/12	11/05/12	Sa 6-7a Today	CM	6-7a	-----	:30	0	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1-					1	\$500.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 5	WPTV	10/30/12	11/05/12	M-F 1235-135a Fallon	CM	1235-0135a	-----	:30	0	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---					1	\$300.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$300.00		0.00			
N 6	WPTV	10/30/12	11/05/12	M-F 1135p-1235a Tonight Show	CM	1135p-1235a	-----	:30	0	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1-1--					2	\$750.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 7	WPTV	10/30/12	11/05/12	M-F 730-8p Insider	CM	730-8p	-----	:30	0	\$1,200.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-1---					2	\$1,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WPTV	10/29/12-11/04/12		M-F 730-8p	730-8p		-T-Th----	:30		(\$1,200.00)		0.00	NM		
See MG 7.3															
3	NPTV	10/30/12-10/30/12		M-F 7-730pm News	7-730p		-T-----	:30		\$2,400.00		0.00	NM		
Ⓜ MG for 8.2,7.1															
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 8	WPTV	10/30/12	11/05/12	M-F 7-730p Ent Tonight	CM	7-730p	-----	:30	0	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----					1	\$1,200.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$1,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WPTV	11/05/12-11/11/12		M-F 7-730p	7-730p		M-----	:30		(\$1,200.00)		0.00	NM		
See MG 7.3															
[schedule change to nightly news]															
N 9	WPTV	10/30/12	11/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	-----	:30	0	\$3,000.00	P-2	0.00	NM	2	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1-1--					2	\$3,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WPTV	10/29/12-11/04/12		M-F 6-630p	6-630p		--W-F----	:30		(\$3,000.00)		0.00	NM		
See MG 9.3															
[na]															
3	NPTV	11/02/12-11/02/12		Friday Prime B	9-10p		-----F----	:30		\$3,750.00		0.00	NM		
Ⓜ MG for 15.2,9.2															
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 10	WPTV	10/30/12	11/05/12	M-F 530-6p M-F 530-6p	CM	530-6p	-----	:30	0	\$2,000.00	P-2	0.00	NM	1	\$2,000.00



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Contract / Revision **309882** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 08/31/12/ 11/01/12

Order Sep 00:20:00

Advertiser **Priorities USA Action** Product **Priorities USA Action**

Estimate # **1567**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N10	WPTV	10/30/12	11/05/12	M-F 530-6p M-F 530-6p	CM	530-6p	-----	:30	0	\$2,000.00	P-2	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	---1---		1				\$2,000.00		0.00		
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00		
N11	WPTV	10/30/12	11/05/12	M-F 4p-5p Ellen	CM	4-5p	-----	:30	0	\$850.00	P-2	0.00 NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-1-1---		2				\$850.00		0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	2	WPTV	10/29/12-11/04/12	M-F 4p-5p		4-5p	-T-Th----	:30		(\$850.00)		0.00 NM		
	See MG 11.3													
	3	NPTV	10/29/12-11/04/12	M-F 4p-5p		4-5p	-T---F----	:30		\$850.00		0.00 NM		
	Ⓜ MG for 11.2 11/01 [mg to fri]													
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00		
N12	WPTV	10/30/12	11/05/12	M-F 2-3p Millionaire	CM	2-3p	-----	:30	0	\$350.00	P-2	0.00 NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	---1---		1				\$350.00		0.00		
	Week:	11/05/12	11/11/12	1-----		1				\$350.00		0.00		
N13	WPTV	10/30/12	11/05/12	M-F 12-1pm M-F 12n-1p	CM	12-1p	-----	:30	0	\$650.00	P-2	0.00 NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-11-1--		3				\$650.00		0.00		
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00		
N14	WPTV	10/30/12	11/05/12	M-F 11-12n Rachel Ray	CM	11a-12p	-----	:30	0	\$450.00	P-2	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-----		0				\$0.00		0.00		
	Week:	11/05/12	11/11/12	1-----		1				\$450.00		0.00		
N15	WPTV	10/30/12	11/05/12	M-F 10-11a Today	CM	10-11a	-----	:30	0	\$750.00	P-2	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	---1---		1				\$750.00		0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	1	WPTV	10/29/12-11/04/12	M-F 10-11a		10-11a	---Th----	:30		(\$750.00)		0.00 NM		
	See MG 15.2													
	2	WPTV	10/29/12-11/04/12	M-F 10-11a		10-11a	---ThF----	:30		(\$750.00)		0.00 NM		
	Ⓜ See MG 9.3 [na]													
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00		
N16	WPTV	10/30/12	11/06/12	M-F 9-10a M-F 9-10a	CM	9-10a	-----	:30	0	\$950.00	P-2	0.00 NM	4	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-1-1---		2				\$950.00		0.00		
	Week:	11/05/12	11/11/12	11-----		2				\$950.00		0.00		



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Hiatus Dates

Original Date / Revision 08/31/12/ 11/01/12

Order Sep 00:20:00

Advertiser **Priorities USA Action** Product **Priorities USA Action**

Estimate # **1567**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N16	WPTV	10/30/12	11/06/12	M-F 9-10a M-F 9-10a	CM	9-10a	-----	:30	0	\$950.00	P-2	0.00	NM	4	\$3,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 11----- 2 \$950.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 3 WPTV 11/05/12-11/11/12 M-F 9-10a 9-10a MT----- :30 (\$950.00) 0.00 NM See MG 16.5 [na due oversell]															
5 WPTV 11/02/12-11/02/12 M-F 12-1pm 12-1p -----F---- :30 \$950.00 0.00 NM Ⓜ MG for 16.3 11/05															
N17	WPTV	10/30/12	11/06/12	M-F 7-9a Today	CM	7-9a	-----	:30	0	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 --11--- 2 \$3,000.00 0.00 Week: 11/05/12 11/11/12 ----- 0 \$0.00 0.00															
N18	WPTV	10/30/12	11/06/12	M-F 6-7a Today	CM	6-7a	-----	:30	0	\$2,500.00	P-2	0.00	NM	3	\$7,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 --1-1-- 2 \$2,500.00 0.00 Week: 11/05/12 11/11/12 1----- 1 \$2,500.00 0.00															
N19	WPTV	10/30/12	11/06/12	M-F 5-6a Today	CM	5-6a	-----	:30	0	\$750.00	P-2	0.00	NM	3	\$2,250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 --11--- 2 \$750.00 0.00 Week: 11/05/12 11/11/12 1----- 1 \$750.00 0.00															
													Totals	34	\$42,750.00